



FRESH START®

MULTI-PURPOSE INTERIOR / EXTERIOR
OIL BASED PRIMER 024

Features

- Blister resistant
- High hiding
- Excellent adhesion
- Interior / Exterior
- Stain Blocking
- Enamel holdout
- Sandable
- Can be top coated with either latex or oil-based finishes

Recommended For

Previously painted surfaces or as an undercoater / stain sealer on wood, drywall, masonry, ceiling tile and Masonite® surfaces. Use exterior on new or previously painted wood, hardboard cured masonry and adjacent metal surfaces.

Type of Stains: Water stains, tannin bleed / tannin-rich woods, smoke damage, markers, crayons, pens, pencils, nicotine, hand & fingerprints, household stains such as coffee and many more

General Description

A premium quality alkyd primer for use as an undercoater, sealer or stain blocking primer. Formulated for suppressing most bleeding type stains including crayon, graffiti, grease marks, water stains, cedar and redwood bleed, asphalt, creosote, rust stains, and smoke. This all-purpose primer can be used over oil or latex paint and performs equally well under all Benjamin Moore® architectural finish coats.

Limitations

- On hard, non-porous surfaces, such as glazed ceramics and metal, maximum adhesion and hardness may take 3-4 days to develop. **Do not apply over galvanized metal.**
- Do not apply when air and surface temperatures are below 50 °F (10 °C).

Product Information

Colors — Standard:

White (00)

May be tinted with up to 2.0 fl. oz. of Benjamin Moore® Color Preview® colorants per gallon.

— Tint Bases:

Deep Color Base (04)

The Deep Color Base will provide a hiding base coat suitable for use under deep and intense colors when tinted in accordance with Benjamin Moore & Co. prescriptions

— Special Colors:

Contact your Benjamin Moore representative.

Certifications & Qualifications:

Master Painters Institute MPI # 5, 45 & 136

Class A (0-25) over non-combustible surfaces when tested in accordance with ASTM E-84

| VOC REGION | COMPLIANT |
|------------|-----------|
| FEDERAL | YES |
| OTC | YES |
| LADCO | YES |
| OTCII | NO |
| OTCII RI | YES |
| CARB | YES |
| CARB07 | NO |
| UTAH | NO |
| AZMC | YES |
| SCAQMD | NO |

Technical Assistance

Available through your local authorized independent Benjamin Moore retailer. For the location of the retailer nearest you, call 1-866-708-9180 or visit www.benjaminmoore.com

Technical Data◇

White

| | | |
|---|------------------------|----------------|
| Vehicle Type | Alkyd | |
| Pigment Type | Titanium Dioxide | |
| Volume Solids | 55.5% | |
| Coverage per Gallon at Recommended Film Thickness | 450 – 550 Sq. Ft. | |
| Recommended Film Thickness | – Wet | 3.2 mils |
| | – Dry | 1.8 mils |
| Depending on surface texture and porosity. Be sure to estimate the right amount of paint for the job. This will ensure color uniformity and minimize the disposal of excess paint | | |
| Dry Time @ 77 °F (25 °C) @ 50% RH | – To Touch | 6 Hours |
| | – To Recoat | 8 Hours |
| Painted surfaces can be washed after two weeks. High humidity and cool temperatures will result in longer dry, recoat and service times | | |
| Dries By | Evaporation, Oxidation | |
| Viscosity | 88 ± 3 KU | |
| Flash Point | 113 °F (45 °C) | |
| Gloss / Sheen | Flat | |
| Surface Temperature at Application | – Min. | 50 °F (10 °C) |
| | – Max | 90 °F (32 °C) |
| Thin With | Do Not Thin | |
| Clean Up Thinner | Mineral Spirits | |
| Weight Per Gallon | 11.8 lbs | |
| Storage Temperature | – Min. | 40 °F (4.4 °C) |
| | – Max | 90 °F (32 °C) |

Volatile Organic Compounds (VOC)

344 Grams/Liter 2.87 Lbs./Gallon

◇ Reported values are for White, Contact Benjamin Moore for values of other bases or colors

Fresh Start® Multi-Purpose Interior / Exterior Oil Based Primer 024

Surface Preparation

Surfaces to be painted must be clean, cured, dry and free of grease, wax, rust, chalk, and loose or scaling paint. Caution: Smooth planed clapboards or siding must be sanded thoroughly to break the "mill glaze" allowing proper penetration and adhesion. Un-weathered areas such as eaves, ceilings and overhangs should be washed with a detergent solution and/or rinsed with a strong stream of water from a garden hose to remove surface salts that can interfere with proper adhesion. Spot prime all nail holes, areas that need caulking or putty, and any bare wood. Re-prime all puttied areas before applying finish coat.

Bare masonry surfaces: New plaster or masonry surfaces must be allowed to cure (30) before priming. All surfaces must be thoroughly brushed with stiff fiber bristles to remove loose particles.

Difficult Substrates: Benjamin Moore® offers a number of specialty primers for use over difficult substrates. Your Benjamin Moore® retailer can recommend the right problem-solving primer for your needs.

Mildew: If mildew is present, it must be removed with a commercial mildew wash or it will continue to grow through the fresh coating. Caution: Follow manufacturer's direction. Use rubber gloves and protective clothing.

WARNING! If you scrape, sand or remove old paint, you may release lead dust. **LEAD IS TOXIC. EXPOSURE TO LEAD DUST CAN CAUSE SERIOUS ILLNESS, SUCH AS BRAIN DAMAGE, ESPECIALLY IN CHILDREN. PREGNANT WOMEN SHOULD ALSO AVOID EXPOSURE.** Wear a NIOSH approved respirator to control lead exposure. Carefully clean up with a HEPA vacuum and a wet mop. Before you start, find out how to protect yourself and your family by contacting the National Lead Information Hotline at 1-800-424-LEAD or log on to www.epa.gov/lead.

Primer/Finish Systems

For best hiding results, tint primer to the approximate shade of the finish coat, especially when a significant color change is desired. **A properly tinted Deep Color Base (024 04) is essential for achieving best hiding results and minimizing the extra coats resulting from drastic color changes.**

Drywall:

Primer: Fresh Start® Multi-Purpose Oil Based Primer (024) or Fresh Start® Multi-Purpose Latex Primer (N023)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Cured Plaster:

Primer: Fresh Start® Multi-Purpose Oil Based Primer (024) or Fresh Start® Multi-Purpose Latex Primer (N023)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Wood:

Primer: Fresh Start® Multi-Purpose Oil Based Primer (024)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Hardboard Siding:

Primer: Fresh Start® Multi-Purpose Oil Based Primer (024)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Rough or Pitted Masonry:

Primer: Ultra Spec® Masonry Interior/Exterior Hi-Build Block Filler (571)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Smooth Poured or Pre-cast Concrete:

Primer: Fresh Start® Multi-Purpose Oil Based Primer (024) or Ultra Spec®

Masonry Interior / Exterior 100% Acrylic Masonry Sealer (608)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Ferrous Metal (Steel and Iron):

Primer: Super Spec HP® Alkyd Metal Primer (P06) or Fresh Start® Multi-Purpose Oil Based Primer (024)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Non-Ferrous Metal (Galvanized & Aluminum): All new metal surfaces must be thoroughly cleaned with Corotech® Oil & Grease Emulsifier (V600) to remove contaminants. New shiny non-ferrous metal surfaces that will be subject to abrasion should be dulled with very fine sandpaper or a synthetic steel wool pad to promote adhesion.

Primer: Ultra Spec® HP Acrylic Metal Primer (HP04)

Finish: 1 or 2 coats of the appropriate Benjamin Moore® finish

Hard Glossy Alkyd Surfaces: Abrasion by sanding required for optimum adhesion. Note: maximum adhesion and hardness may take 3-4 days to develop

Repaint, All Substrates: Prime bare areas with the primer recommended for the substrate above.

Application

Mixing of Paint: Stir thoroughly before and occasionally during use. Apply 1 or 2 coats as received in the container. Two coats provides the maximum sealing and stain suppression. When spot-priming, double-coating or applying finish coat, allow at least an overnight dry between coats.

For best results, use a Benjamin Moore® custom blended china bristle or nylon/polyester brush, Benjamin Moore® roller, or a similar product. This product can also be sprayed.

Spray, Airless: Fluid Pressure — 1,500 to 2,500 PSI;

Tip — .011 - .015 Orifice;

Thinning/Clean Up

Do not thin.

Do not add other paints, oils, driers, or varnishes. Clean equipment with mineral spirits.

DANGER – Rags, steel wool or waste soaked with the product may spontaneously catch fire if improperly discarded. Immediately after use, place rags, steel wool or waste in a sealed water-filled metal container.

USE COMPLETELY OR DISPOSE OF PROPERLY. This product contains organic solvents which may cause adverse effects to the environment if handled improperly. Disposal of wastes containing either organic solvents or free-liquids in landfills is prohibited. **Local disposal requirements vary; consult your sanitation department or state-designated environmental agency for local disposal options.**

Environmental Health & Safety Information

DANGER!

COMBUSTIBLE LIQUID AND VAPOR. VAPOR HARMFUL.

Contains: Petroleum Distillates

HARMFUL OR FATAL IF SWALLOWED. ASPIRATION HAZARD. CAUSES IRRITATION TO EYES, SKIN AND RESPIRATORY TRACT

Cancer Hazard: Contains Crystalline Silica which can cause cancer when in the respirable form (spray mist or sanding dust).

NOTICE: Repeated or prolonged exposure to organic solvents may lead to permanent brain and nervous system damage. Intentional misuse by deliberately concentrating and inhaling vapors may be harmful or fatal.

Keep away from heat and flame. **Use only with adequate ventilation.** Do not breathe vapors, spray mist or sanding dust. Avoid contact with eyes and prolonged or repeated contact with skin. To avoid breathing vapors or spray mist open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headache or dizziness or if air monitoring demonstrates vapor levels are above the applicable limits, wear an appropriate, properly fitted respirator (NIOSH approved) during and after application. Follow respirator manufacturer's directions for respirator use. Aspiration Hazard. Small amounts aspirated into the respiratory system may cause mild to severe pulmonary injury. Close container after each use. Wash thoroughly after handling.



WARNING Cancer and Reproductive Harm—
www.P65warnings.ca.gov

FIRST AID: If affected by inhalation of vapors or spray mist, remove to fresh air. In case of eye contact, flush immediately with plenty of water for at least 15 minutes and get medical attention immediately; for skin, wash thoroughly with soap and water. If symptoms persist, seek medical attention. If swallowed, do not induce vomiting. Get medical attention immediately.

IN CASE OF FIRE – Use foam, CO₂, dry chemical or water fog.

SPILL – Absorb with inert material and dispose of as specified under "Clean Up".

KEEP OUT OF REACH OF CHILDREN

Refer to Safety Data Sheet for additional health and safety information.